MICRO/PERSONAL/HOME COMPUTING
Mailing Lists - February 1, 1983

MICRO/PERSONAL/HOME COMPUTING (58000,$40/thousand) This list consists of people (about 90%), companies, organizations, clubs, stores, and publications that own, use, buy, or sell personal computing products. A Harvard Business School marketing study determinded that 95%+ of the individuals on this list own a personal computer. The following subcategories are available:

HANDS ON! NEWSLETTER (12600,$50/thousand) This newsletter is published by the Technical Education Research Centers. It catalogs new ideas and products for the education market.
LOGO USERS/PRODUCT DEVELOPERS (622,$50)
EDUCATION USERS/PRODUCT DEVELOPERS (1135,$65)
TRS-80 OWNERS AND USERS (14100,$45/thousand)
APPLE OWNERS AND USERS (2700,$50/thousand)
PET OWNERS AND USERS (542,$30)
ATARI OWNERS AND USERS (346,$20)
COMPUTER STORES (3100,$50/thousand)
NATIONAL ASSOCIATION OF COMPUTER STORES (1028,$65)
OSBORNE COMPUTER STORES (355,$35)
COMPUTERLAND COMPUTER STORES (453,$60)
COMPUTER CLUBS (1200,$70)
COMPUTER PUBLICATIONS (522,$40)
COMPUTER BOOK BUYERS (4600,$50/thousand)
MICRO/PERSONAL/HOME COMPUTING DIRECTORY (11300,$45/thousand) This is a combination of companies, stores, clubs, publications, and other organizations and individuals who provide services and products to this market.
NEW ENGLAND COMPUTER SHOW ATTENDEES (2255,$100) People who attended the 1982 New England Computer Show.
NEW YORK COMPUTER SHOW ATTENDEES (7800,$45/thousand)

The following lists are subscribers/readers of the following magazines:

BYTE (4600,$50/thousand)
KILOBAUD(6200,$50/thousand)
80 MICROCOMPUTING(3400,150)
CREATIVE COMPUTING(1245,$60)
INTERFACE AGE(2015,$100)
PERSONAL COMPUTING(1420,$60)

Other computing lists from Resources:

RADIO SHACK AUTHORIZED DEALERS (1750,$70) Stores that sell the TRS-80, and TRS-80 related products, from non-Radio Shack sources. MUST be sent by first class mail! Call for details.
ELECTRONICS TECHNOLOGY TEACHERS (1000,$60) These people buy micro products for teaching college, university, high school, and trade school electronics courses.
VIDEO DISK TECHNOLOGY/INDUSTRY (2300,$60/thousand) Vision Machine Research presents seminars on applications of video disk technology in the publishing and medical fields. Three subcategories are available: 1) Medical Decision Makers (610,$50), 2) Leaders In Publishing (1400,$100), 3) Video Disk Professionals (563,$45).

Computing lists sold by Resources:

COMPUTER COMPANIES WHO ADVERTISE (5000,$150/thousand) Computer companies who advertised in over 30 computer and business publications in 1982. Minimum charge is $150. Rent the entire list, or select by publication advertised in, issue date range, product category (114 to choose from), or zip code range.
UNIX USERS (5000,$80/thousand) Persons known to be actively interested in Unix and related software systems. About 90% are at United States addresses. US names are on 4-up cheshire, and the foreigns on pressure-sensitive labels. Labels must be shipped to an independent lettershop or mailing service.
GAME/ENTERTAINMENT/ADVENTURE SOFTWARE BUYERS (65000,$60/thousand) Buyers and inquirers of game, adventure, and entertainment software. Sample mailing piece required. Subcategories available by machine.
HAM RADIO MAGAZINE SUBSCRIBERS (80000,$40/thousand) Sample of 5000 for $250.

Add your name to the MICRO/PERSONAL/HOME COMPUTING mailing list

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I own/use/will buy the following computer(s):

__Altos __Apple __Atari __CP/M __DEC __Heath __HP __IBM __Morrow __NorthStar
__Osborne __OASIS __OSI __PET __Pick __S-100 __S-50 __Sinclair __TeleVideo
__TRS-80 __UNIX __Vector Graphic __Wang __Xerox
__Other _____ _____ _____

I own/use/will buy the following software:

__spreadsheet calculator __word processor __database manager
__accounting/bookkeeping __communications/network __graphics
__Other _____ _____ _____

I subscribe to/read the following magazines:

__BCS Update __BYTE __ComputerWorld __Creative Computing __InfoWorld __Dr Dobbs
__Personal Computing __Popular Computing __Kilobaud __80 Microcomputing __Interface
Age __Peelingsll __PC Magazine __Mini-Micro Systems __Business Computer Systems
__Compute! __MicroSystems __SoftSide __Robotics Age __Small Business Computers
__ Other _____ _____ _____

__ Send a FREE sample copy of Resources Computing Newsletter.
__ Enclosed is $10. Send me the next 10 issues of Resources Computing Newsletter.
__ Send a FREE sample copy of HANDS ON! Newsletter
__ Send information about how you can automate and sell my mailing list. Resources automated, and maintains, the Boston Computer Society membership list. Its the largest such organization of its kind in the country.
__ Send information about how I can trade mailing lists with Resources.
__ Send a copy of your complete mailing list catalog.
__ Send ____ copies of this form for distribution to my friends/associates/club members.

_ Add my name to the Micro/Personal/Home Computing Directory. I understand that people may contact me about the computer I own/use in my home/business.

Telephone(_____)_____-_____
Your Name: _____
& Address: _____
_____
_____
Source ID #: _____ CompuServe ID #: _____
CBBS/ABBS Telephone #: (_____)_____-_____

Resources accepts Visa, MasterCharge, check, and C.O.D. orders. Send all orders and correspondence to: Resources, Box 134 Harvard Square, Cambridge MA 02238, (617) 876-2789.

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label should cover this

__ Remove my name from your mailing list.

P L E A S E F O R W A R D